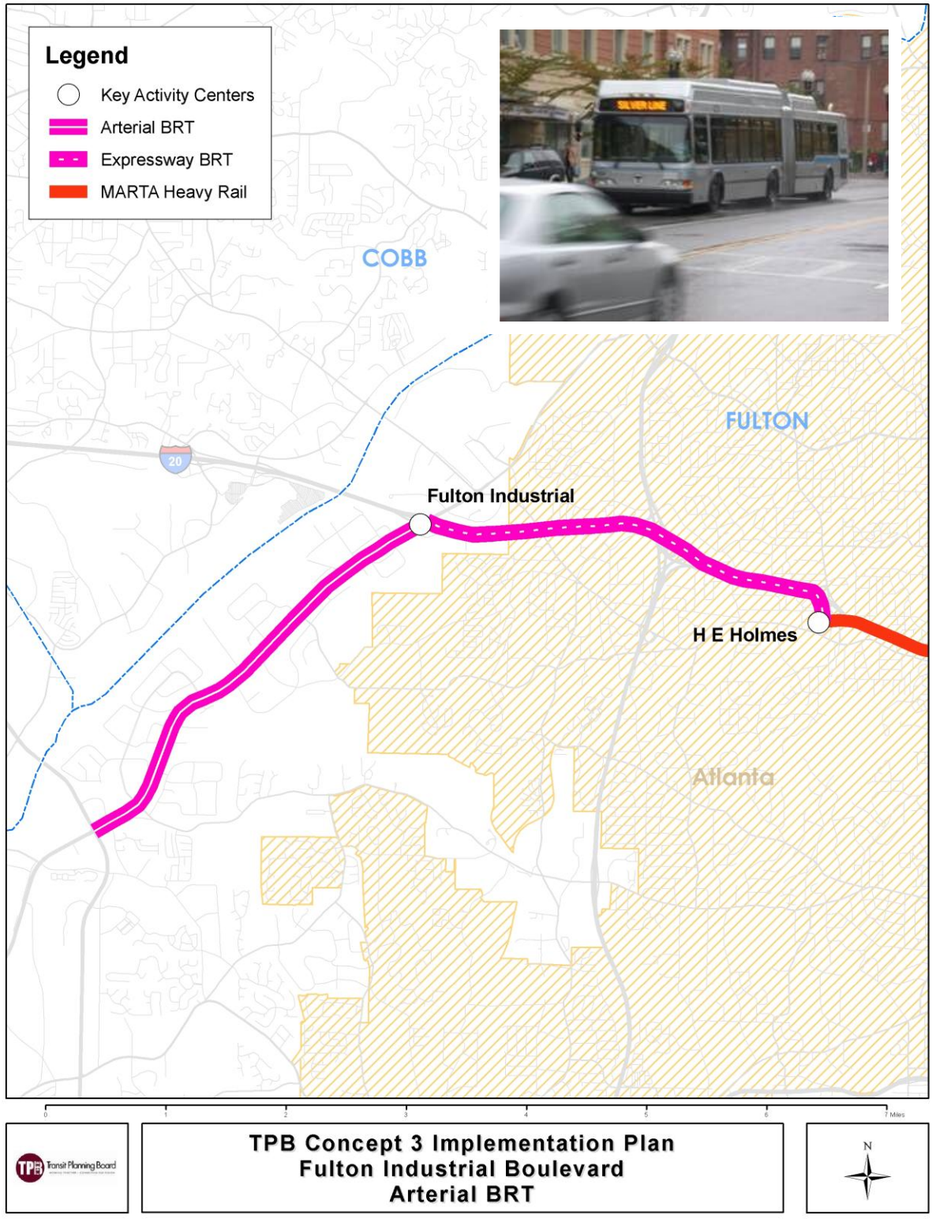
PROJECT ANALYSIS INFORMATION SHEET

FULTON INDUSTRIAL BOULEVARD ARTERIAL RAPID BUS



DESCRIPTION

All day arterial rapid bus line serving Atlanta. This is an arterial rapid bus line along the GA 70 corridor from I-20 to Camp Creek Parkway with improvements to accommodate both passenger service and vehiclular traffic.

Length: 3.8 Miles

Technology: Arterial BRT

Service Hours & Frequency: All day, 15-minute peak frequency, 30-minute off-peak

Regional Transfer Stations:
H.E. Holmes

Intersecting Projects:
MARTA E-W Line

Major Employment Markets Served:
Directly connects employment centers[1]:
Fulton Industrial Boulevard 33,000 est. employment

Major Activity Centers Transfers to Reach:

Activity Center	Transfers
Downtown	1
Midtown	2
Buckhead	2
Perimeter Center	2
Cumberland	2
North Point	3
Town Center	2
Airport	1
Peachtree Corners	1
Gwinnett Place	2
Southlake	2
Fulton Industrial Boulevard	0
Emory	2

Parallel Roadway Corridors:

- GA 70

ARC Livable Centers Initative Areas Served

- Sandtown
- H.E. Holmes

PROJECT ANALYSIS INFORMATION SHEET

FULTON INDUSTRIAL BOULEVARD ARTERIAL RAPID BUS

Transit Planning Board
WORKING TOGETHER – CONNECTING OUR REGION

COSTS

Order of Magnitude Capital Cost: $15.2 million[ii] - Annualized = $0.5 million[iii]

2030 Estimated Annual Operating Cost: $1.3 million

BENEFITS

Year 2030 Range of Estimated Daily Boardings of this segment within Concept 3 transit system[iv]:
3,400– 7,400

Potential Daily VMT Reduction (miles)
14,000 – 29,000

Summary Table of Estimated Value of Primary Benefits[v]

Primary Benefit Factor	Estimated Low Value of Benefits ($ millions)	Estimated High Value of Benefits ($ millions)
Congestion	**$1.4**	$3.0
Safety[vi]	**$0.22**	**$0.46**
Economic Impact	**$12**	**$25**
Consumer Fuel Savings	**$0.70**	**$1.5**
Total	**$14**	**$30**

Note: Primary benefits reflect the traditional measures of the positive impacts of a transit investment. In contrast to the comprehensive cost estimate, these measures do not provide a complete illustration of all positive efficiency and equity impacts. The estimated primary benefit/cost ratio represents a conservative indication of the project's cost-effectiveness.

Due to data and resource limitations, this primary benefit/cost analysis reflects a simplified approach to the standard major investment analysis prescribed by the Federal Transit Administration to qualify for major federal capital investment.[vii] While this analysis provides some insight when applied to this project individually, the measures calculated for Concept 3 in its entirety are more reliable given the systemwide nature of the modeling methodology.

Estimated Primary Benefit / Cost Ratio

Estimated Annual Primary Benefits ($ millions)	**$14 - $30**
Total Est. Annualized Cost ($ millions)	**$1.8**
Ratio of Annual Primary Benefits / Annualized Cost	**7.78 – 16.5**
Annualized Cost / Boarding	**$1.77 - $0.82**
Annualized Operating Cost / Boarding	**$1.25 - $0.58**

Secondary Benefits

Secondary benefits are additional measures that still reflect a significant and quantifiable positive impact on the transportation system and its users. Taken together with the primary measures, these reflect a more comprehensive picture of the complete benefit of the project. These areas represent opportunities for more quantifiable impact as research and the state of the practive develop. Among these secondary benefits not quanitified for this analysis are:

- Health
- Energy Conservation
- Emissions Reductions
- Parking Cost
- Third-Party Drive time (i.e. chauffeuring savings)

Project Specific Issues / Characteristics

This project is in response to existing high demand in terms of Average Daily Boardings on the following local bus routes along this corridor: [viii]:

- MARTA 73 – Fulton Industrial Boulevard 4,133
- MARTA 273 – Fulton Industrial Express 700

This project involves improving the existing service to better accommodate demand. Between H.E. Holmes Station and Fulton Industrial Boulevard either a routing along Martin Luther King Junior Drive or I-20 as determined by future work.

---

[i] 2030 Estimates from Envison6 Atlanta Regional Commission Model
[ii] Order of Magnitude Capital Costs for Peer Commuter Rail are highly variable and dependent on negotiation with railroads. All day service is currently estimated at $25 million / mile to accommodate both passenger and freight rail improvement
[iii] Annualized over a 30 year time frame with a 4.0% interest rate
[iv] Assumes Entire 2030 Concept 3 network and the allowed shift in population and employment in the ARC model with the lower range representing no shift in pop / emp from the adopted E6 model and the upper range representing a 20% shift in pop / emp
[v] Values are in $2007
[vi] Injuries crash benefits only.
[vii] TPB Staff Report, *Impacts of Regional Transit Infrastructure Investment on Metropolitan Atlanta*, July 2008
[viii] MARTA FY 07, 3rd Quarter Ridership Assessment (Jan – March 07)